

HOW INFORMAL INSTITUTIONS FACILITATE THE
TRANSFORMATION OF ENTREPRENEURIAL CAPABILITIES
INTO INTERNATIONAL BUSINESS PERFORMANCE: A
TWO-COUNTRY COMPARISON USING CONFIGURATION
APPROACH

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Abstract

Despite having comprehensive knowledge on how formal institutions affect international marketing activities, relatively scarce attention has been paid to exploring how informal institutions affect international entrepreneurial activities, international customer orientation and their performance consequences. Drawing on a sample of 76 Austrian and 88 Hungarian international ventures, this study explores and empirically tests how international ventures conform to become isomorphic with their informal institutional environment and how this affects their international business performance and degree of internationalization using configurational analysis. The findings indicated that political and social ties can be equally effective in achieving international business goals for international ventures from developed and emerging economies alike.

Keywords: *international entrepreneurship; international business performance; informal institutions*

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